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THE DEVELOPMENTAL ANALYSIS OF TELEVISION NEWS PRESENTER

PERSONALITIES. THESIS ADVISOR : ASSO. PROF. NANTAWAN SUSHATO, Ph.D.

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The purpose of this research is to gain an insight into changes in the concept orientation towards the presentation of television anchor "images". An analysis of factors, influencing 5 Bangkok television stations' decision-making, for a selection of anchormen since 1955, was undertaken. The correlation function of the media, as well as the concept of personality, "image-making", and values of media professionals helped to provide a theoretical framework of the study.

It was found that there was a difference in the emphasis of personality components for television anchormen, due to the variation in time periods. Changes in social context, news presentation technology, along with professional cultural practices, are linked to mark the eras as follows:

1. The beginning of the television news era (1955-early 1985) to which only male staff members were given an opportunity to be anchormen. A good tone of voice and a trustworthy personality based on international standards were the first priority. Appearance was less importance at the time.
2. Adjustment era (late 1985-early 1986) which called for the revolution of forms and contents of news presentation. This was due to influx of news staff from outside. Television news has been more commercialized since then. The screens were filled with cheerful and friendly personalities of male and female anchormen. The Thai public viewership-figures were higher than ever before.
3. Challenging era (late 1986-1993) to which appearance, modern personality, and celebrity of chosen anchormen, recruited from different professions, were prominent as factors, to compete for public popularity.